

**DRAFT****PHILIP MORRIS STATEMENT ON CIGARETTE INGREDIENTS**

Philip Morris has decided to make public its list of ingredients added to tobacco in the manufacture of cigarettes sold in the United States. Our decision to make this proprietary information publicly available to our consumers is in response to false allegations recently made about the nature of the ingredients used in our products.

We want our consumers to know that all of the ingredients on our list are common foods or food additives, are included on the Food and Drug Administration's lists of approved food additives on substances "generally recognized as safe" (GRAS), are on the Flavor Extract Manufacturers Association's GRAS list, or have been approved by federal agencies such as the Bureau of Tobacco, Alcohol and Firearms or the Environmental Protection Agency. Recently, five eminent toxicologists independently conducted a safety assessment of the entire list of cigarette ingredients provided to the Department of Health & Human Services (DHHS) by the six major American cigarette manufacturers, and they concluded that none of the ingredients added to cigarettes by Philip Morris or the other major U.S. manufacturers is harmful to smokers.

It should be emphasized that since 1986 Philip Morris has cooperated with the other major U.S. cigarette manufacturers in annually submitting to DHHS a complete list of cigarette ingredients as required by the Federal Cigarette Labeling and Advertising Act. The Act recognizes that cigarette ingredients are trade secrets and requires that DHHS maintain strict confidentiality. Unfortunately, the confidentiality that Congress mandated for cigarette ingredients information has been mischaracterized as an attempt by cigarette manufacturers to be "secretive" and keep information from the American public. The resulting media interest and public concern has prompted Philip Morris to voluntarily disclose its ingredients list to demonstrate to our consumers that cigarette ingredients are similar to ingredients used in a wide variety of consumer products and are not harmful to smokers.

2048261761